

An SFA Success Story



Thomas Kriehn
Meteorologist In Charge
Newport/Morehead City

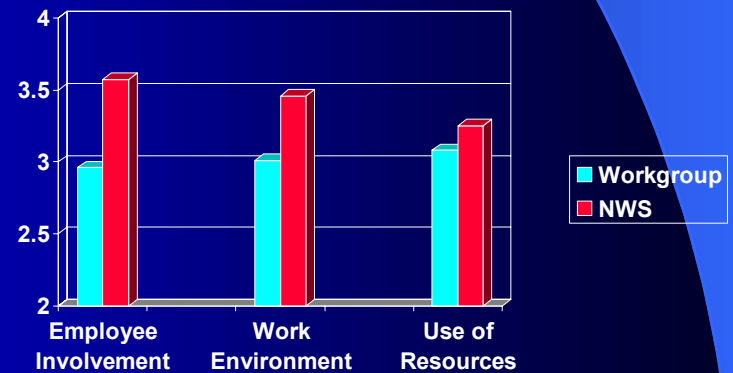
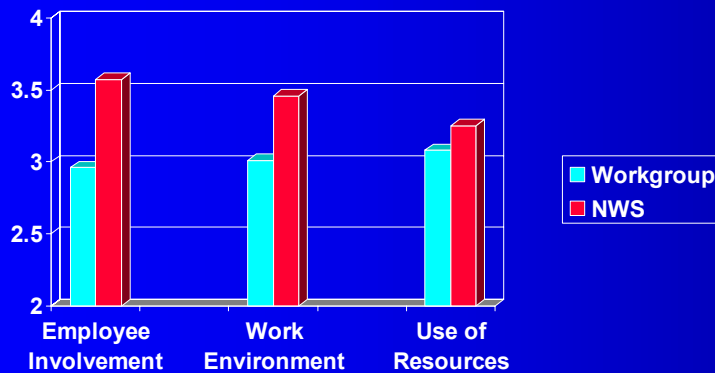
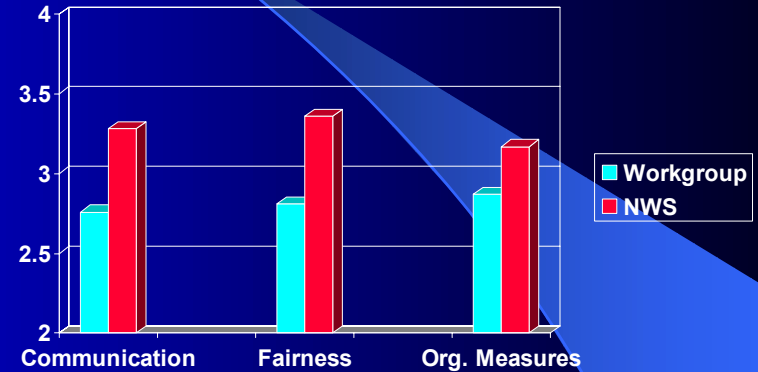
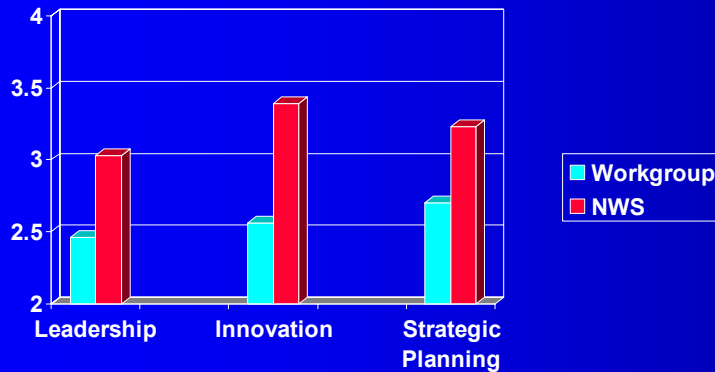
Background

1979-1987	Intern/Forecaster, WSFO Jackson, MS
1987-1990	MIC, WSO Mobile, AL
1990-1994	DMIC, WSFO Sioux Falls, SD
1994-2003	MIC, WFO Newport/Morehead City, NC

Steve Smith's Presentation

- Steve linked successful NWS performance in relation to the GPRA goals to successful management of diversity.
- The SFA process is strongly linked to diversity management.
- I will demonstrate how the SFA process can work to change individual people and groups of people resulting in improved performance.

1998 Dimensions

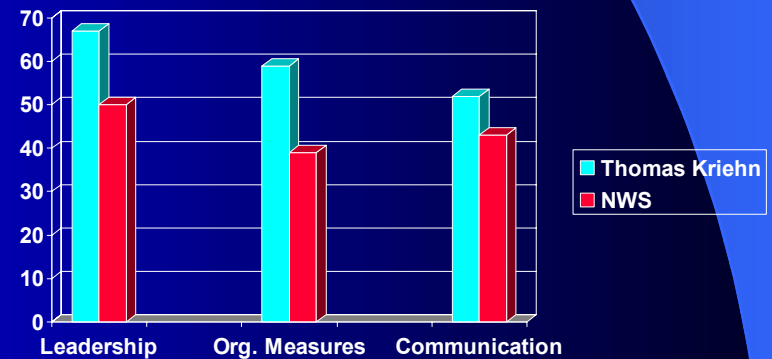
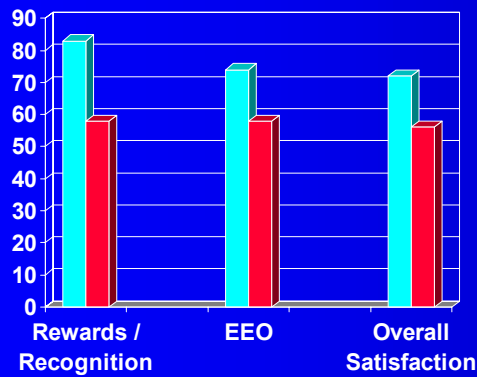
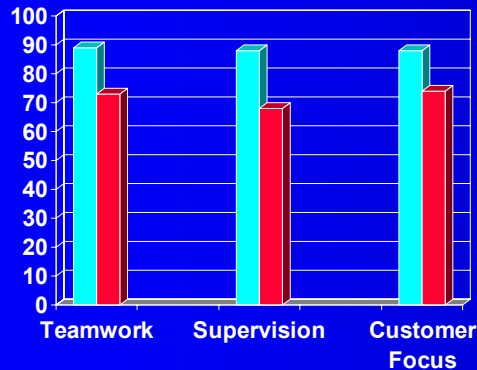


Average based on range of 1-5 (Strongly disagree to Strongly agree)

1998 Results

Workgroup score was BELOW the
NWS average on EVERY Dimension

2002 Dimensions



Average percentage of positive (Strongly agree or Agree) responses

2002 Results

Scores were ABOVE the NWS average
on EVERY Dimension

Why were 1998 Measures so low?

- Unhappy staff? – Yes and no
- Poor change management? – Perhaps
- Insufficient training? – Yes
- Confusion? – Yes
 - SFA terminology was confusing. People didn't know if they were answering questions about their manager or their MIC. Many people didn't understand the difference between their “workgroup” and their “office”.
- Poor leadership? – Yes (but I didn't think so at the time)
- Poor diversity management? - Yes

Why the turnaround in 2002?

- Changes made based on 1998 SFA results
- Staffing increase
- Priority placed on innovation
- NWS Eastern Region Leadership Initiative
- Personal commitment to improve leadership abilities

Changes Made Based on 1998 SFA

- Communication increased
 - Increased staff meetings instead of having them on an as-needed basis
 - Bi-weekly local management meeting notes provided to staff
 - Weekly Eastern Region Senior staff notes provided to staff
 - Weekly VTC notes provided to staff.
 - Monthly MIC conference call notes provided to staff.
- Employee involvement increased
 - Yearly Operating Plan written by staff at September Station meeting.
 - Teams used where appropriate
 - Employees invited to participate in Awards Process

Newport/Morehead City 2004 Operating Plan

NOAA Cross-Cutting Priorities

• 3.6 Environmental Literacy, Outreach, and Education

- * Participate in the NC Seafood Festival
- * Participate in Decoy Festival
- * Attend all CCDC meetings
- * Develop local lightning safety brochure
- * Attend all EM Area 3, 4 and Eastern Branch meetings
- * Invite Congressional Representatives to WFO MHX
- * Develop CPM web page
- * Revamp/develop Fire Weather web page
- * Develop scripts for office tours
- * Develop weather talks by grade level
- * Visit each county EM at least twice during the year
- * Participate in the NC Commercial Fishing Show
- * Host Partner's Workshop

Staffing Increase

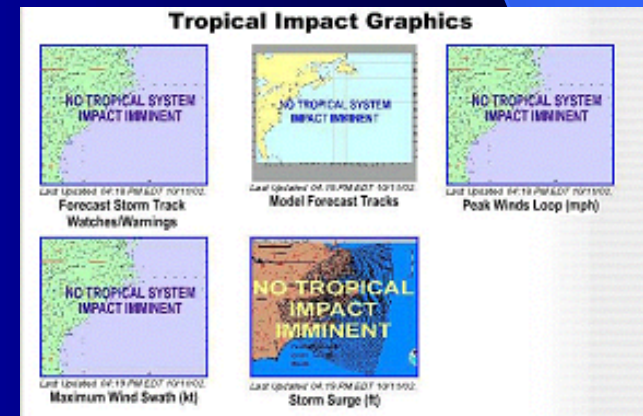
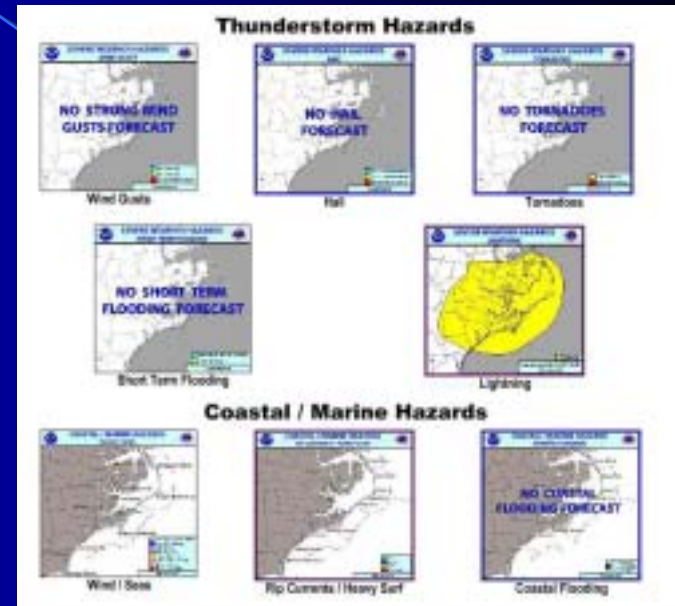


- Met staff increased from 8 to 12 in 1998
 - Increase in morale
 - Selection process
 - Entire management staff included in decision (Diversity at work)
 - Select for talent, attitude, and initiative



Priority Placed on Innovation

- We can do better – We can solve the problems ourselves!
 - Encourage innovation
 - New RDF graphics
 - WarnGen customization
 - Local hazards Internet page
 - EM Briefing Page
 - RIP Forecasts
 - GFE formatters
- Celebrate successes



Epiphany

I was a GREAT FOLLOWER

...NOT A LEADER!

Develop a Leadership Attitude in the Office

- Set office goal of being number one or two at everything we do
 - Most people think of themselves as better than average
 - People want to be part of something bigger than themselves



WFO MOREHEAD CITY, NC

Dedicated to exceeding our customers/partners expectations of
Accuracy, Availability, Partnership, and Advice



INNOVATION

The first beginnings of things cannot be distinguished by the eye. Lucretius 99-55 BC



Coastal Waters Graphics



RDF Graphics



Multi-media Web-based
Training

CHANGE

When you're through changing, you're through. Will Rogers



Preparedness and Safety in
Schools



Local Threats Graphic



KIP Current Forecasts

RISK

Those who follow the crowd will usually get no further than the crowd. Those who walk
alone are likely to find themselves in places no one has been before. Alan Ashley-Pitt



Wireless Web
Access



DPE Graphics



Team Unified Office

ACHIEVEMENT

Getting something done is an accomplishment.
Getting something done right is an achievement. Anon.



Seven of Fifteen Counties
StormReady



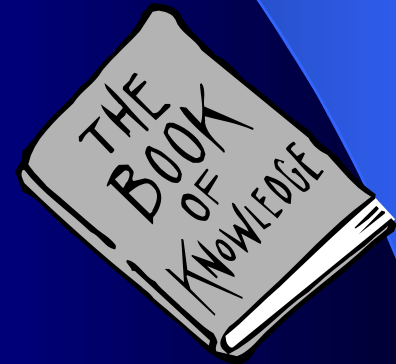
Spill Containment & Fold-over Trucks



Marine Top Gun Station

NWS Eastern Region Leadership Initiative

- Executive Leadership Seminar (ELS)
 - Changed the way I view myself
 - Changed my actions
 - Listening, professional reading
 - Introspection etc.
 - Instilled greater sense of professionalism
 - Inspired me to pursue serious, consequential accomplishments



Leadership Quotes

“Everything we do , in our speech, in our mode of dress, in our attitude, in our decisions, and in our conduct, *is a statement about our leadership*”.

T.P. Hall

“The evidence of leadership is performance. You have to be able to point to serious, consequential accomplishments.”

Ann Richards – Former Governor of Texas

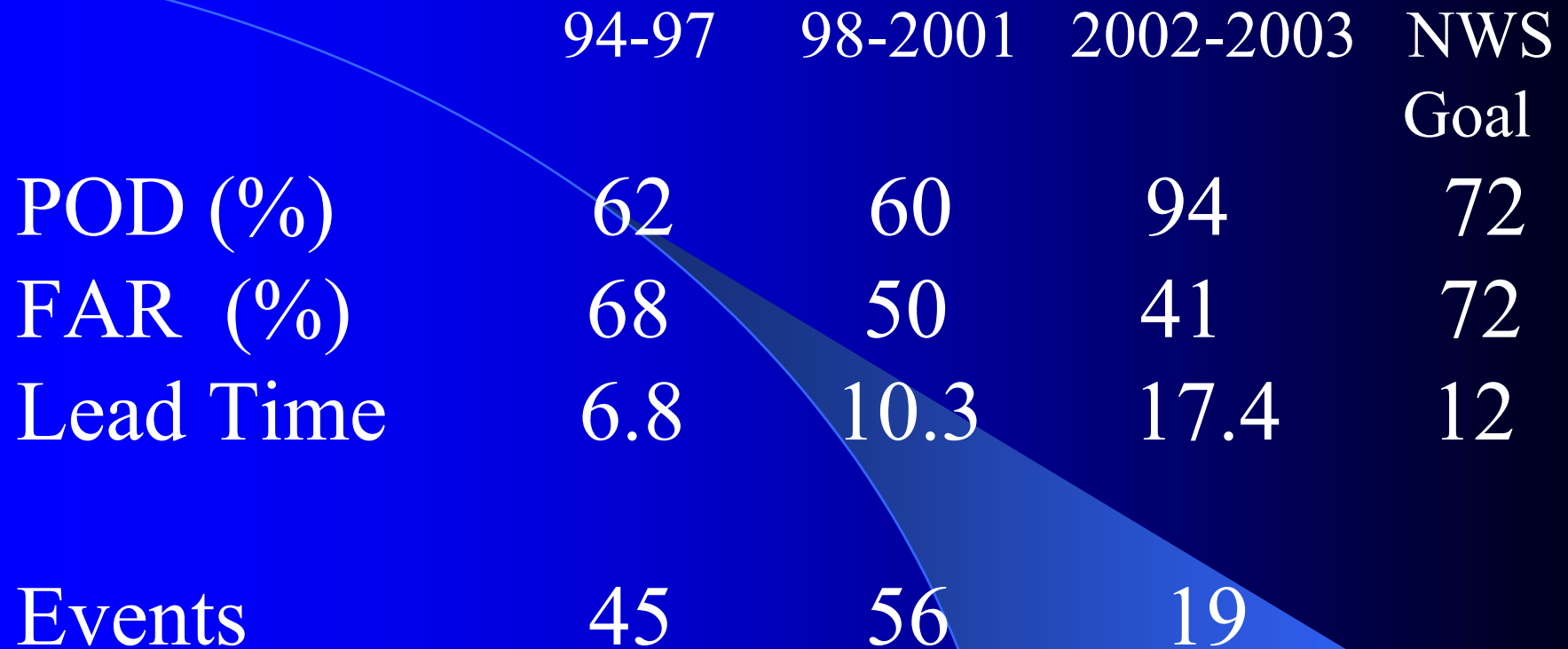
Leadership

- Leadership is the ability to set clear direction, develop the TRUST of your people, and produce winning results.
 - “Fad Free Management” Roger Hamermesh
 - Success of the SFA process hinges on TRUST

The SFA Process

- Doesn't end with the completion of Local Action Plan
- Probably the most comprehensive 360 degree rating you'll ever receive
- Should be used to target areas for self improvement

Tornado Metrics

A large, light blue arc graphic originates from the top left and curves downwards and to the right, passing behind the table. It ends as a solid blue shape in the bottom right corner.

	94-97	98-2001	2002-2003	NWS Goal
POD (%)	62	60	94	72
FAR (%)	68	50	41	72
Lead Time	6.8	10.3	17.4	12
Events	45	56	19	